

Washington State Department of Transportation

Advertising Awareness Study

Executive Summary Report

July 1999

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Statement of Methodology

Statement of Methodology

Robinson Research, Inc. was commissioned by Washington State Department of Transportation to conduct an 1,800 sample statewide telephone survey. The purpose of this study was to determine transportation methods, to measure awareness and perceptions of the “Relax” advertising campaign, and to evaluate attitudes toward single occupant vehicle (SOV) commuting.

A total of 1,800 interviews were conducted in the following nine (9) counties affected by Commute Trip Reduction (CTR):

County	# of Interviews
Clark	200
King	200
Kitsap	200
Pierce	200
Snohomish	200
Spokane	200
Thurston	200
Whatcom	200
Yakima	200

An 1,800 sample survey has a margin of error of +/- 1.6%, which means that, in theory, results have a ninety-five percent (95%) chance of coming within +/- 1.6 percentage points of results that would have been obtained had all qualifying persons been interviewed. Each 200 sample subset has a margin of error of +/- 6.9%.

Interviews were conducted at our fully-monitored facility in Spokane between the dates of June 5 and June 30, 1999. A minimum of fifteen percent (15%) of the interviews were monitored in their entirety, and an additional ten percent (10%) were called back for verification of key points of the data.

Commercially generated sample lists were used for this study. Three attempts were made on each selected number (unless the interview is refused or completed with fewer attempts) before a replacement number was issued.

Respondents were screened to be between the ages of eighteen and fifty-four, to be employed outside their home, and to not be employed in market research, advertising, or a state or local transportation agency. Quotas were established to ensure a representative cross-section of respondents.

Interviewing was conducted using a computer-aided interviewing system which controls question sequencing, quota control, skip patterns, and rotation of questions. The data were tabulated using Robinson Research systems.

Questions regarding this project may be directed to: William D. Robinson, President of Robinson Research, at (509) 325-8080, or e-mail to robinsonresearch@icehouse.net.

Executive Summary

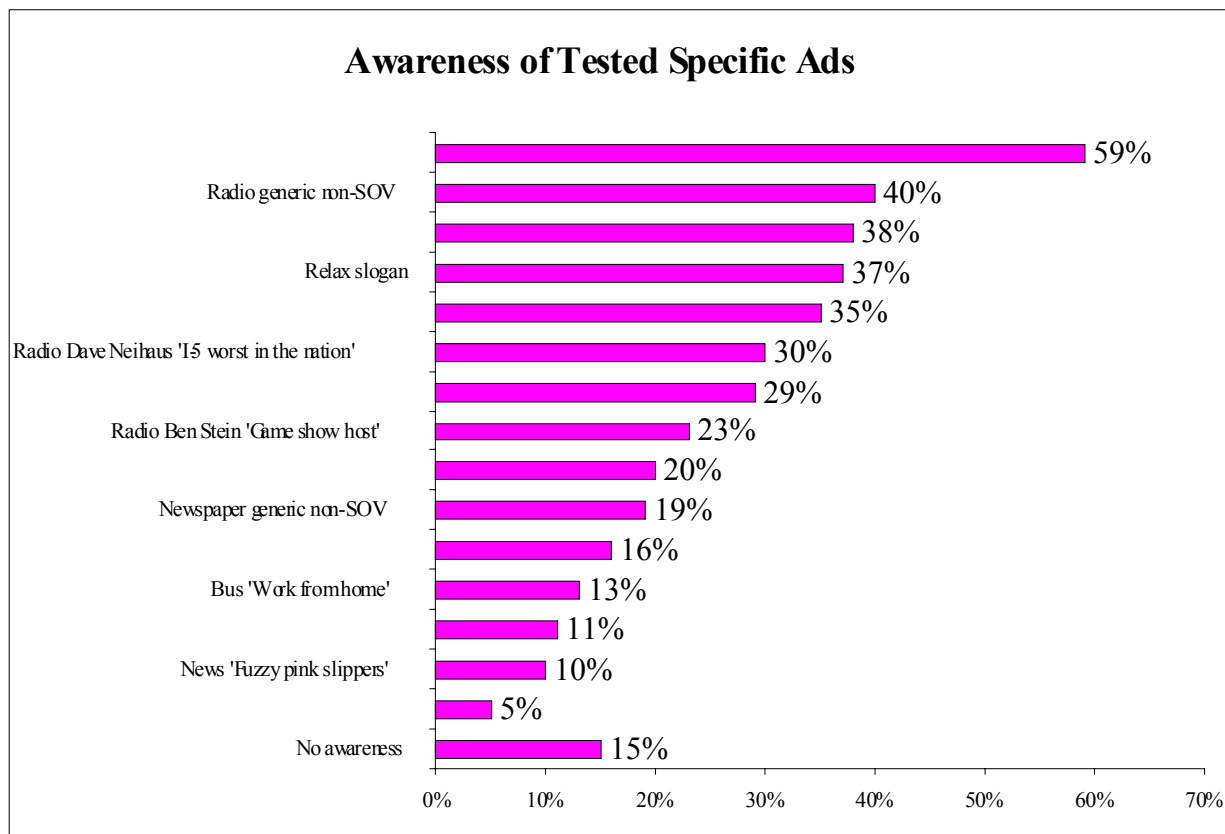
Awareness

Aided awareness of the “Relax” campaign, and/or its specific components fell somewhere between seventy-six percent (76%) and eighty-five percent (85%).

The high estimate of eighty-five percent (85%) was developed by removing the participants who did not acknowledge any of the tested media or ads on subjects pertaining to Commute Trip Reduction (CTR). We know that the estimate of eighty-five percent (85%) appears high, but we are unable to determine the exact margin.

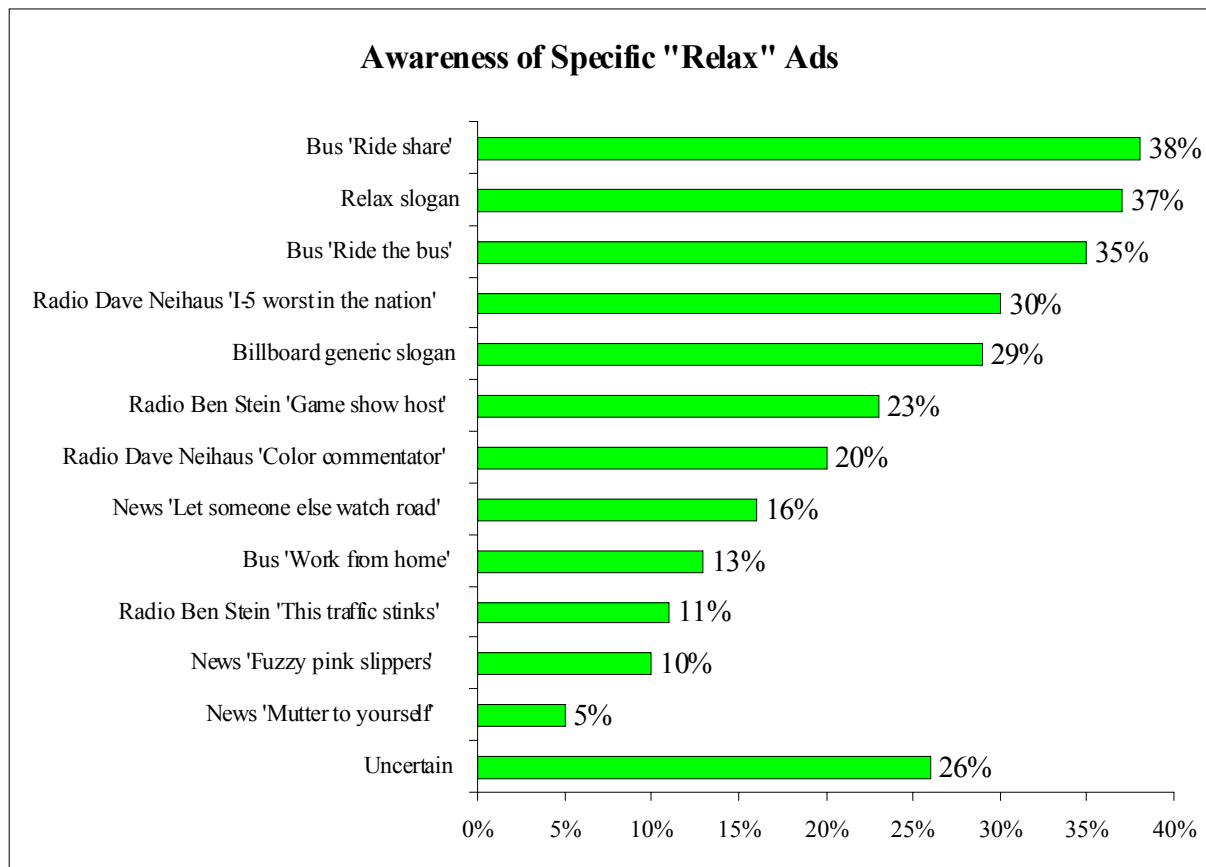
When asked to describe specific ads, some of the participants described ads that were clearly not part of the “Relax” campaign, some described ads that may or may not have been part of the campaign, and some described ads that were easily recognizable as part of the campaign. Many participants described more than one ad, often times including descriptions that were both inside and outside of the “Relax” campaign. It is worth noting that participants in Clark County were also exposed to Portland advertising campaigns.

The following graph shows the percentages demonstrating aided awareness of each of the tested advertisements and ad categories:



The low estimate of seventy-six percent (76%) was developed by removing the participants who did not acknowledge seeing or hearing any of the ads that were part of the “Relax” campaign.

The following graph shows the percentages claiming they were aware of each of the tested “Relax” ads. Please note these ads were described in such a way that they were unlikely to be confused with anything outside the “Relax” campaign.

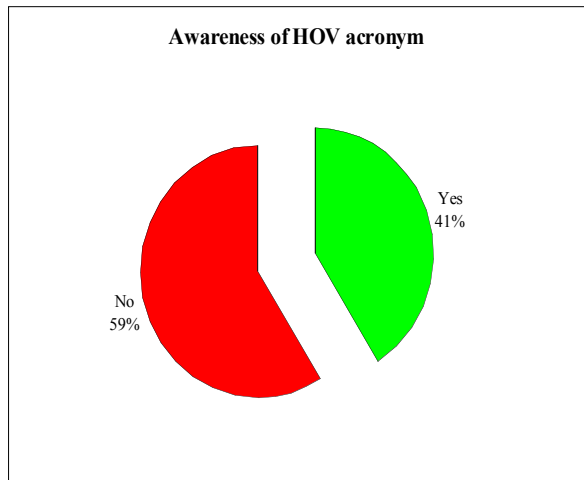


Even if we assume that the lower figure is correct, aided awareness among three-fourths of the target population in the first testing of this type of campaign is nothing short of remarkable. It is far more common for the first wave of a public information campaign of this nature to elicit aided awareness in the range of twenty-five percent (25%) than awareness at or above seventy-five percent (75%).

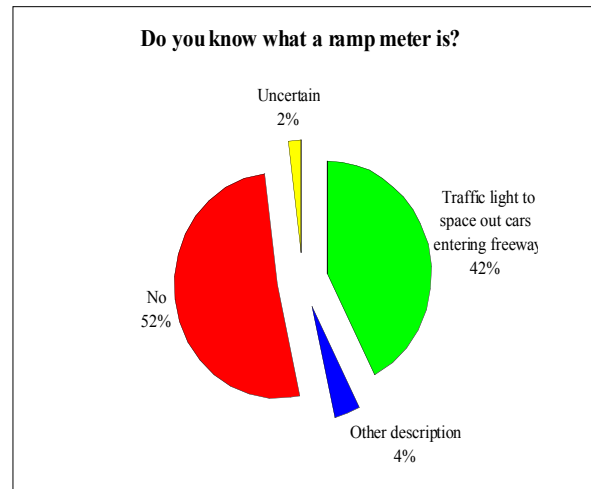
Any reasonable interpretation of the data would lead to the conclusion that the “Relax” campaign has garnered noteworthy brand recognition and has risen comfortably above the “noise” of an ad-saturated environment.

In the initial focus group testing, the preliminary slogan “Relax. There’s more than one way to get to work” appeared to resonate with participants much better than did any of the other slogans or tag lines tested. From that testing evolved the similar slogan “Relax. There’s more than one way to get there.” This quantitative methodology confirmed that the focus groups were correct and that the modification from “get to work” to “get there” was not detrimental. The combination of methodologies suggest that the “Relax” theme is both recognizable and appealing to a broad cross-section of the target audience.

Knowledge of High-Occupancy (HOV) Terms



When participants were asked if they knew what the acronym HOV meant, two-in-five (41%) claimed to have awareness.



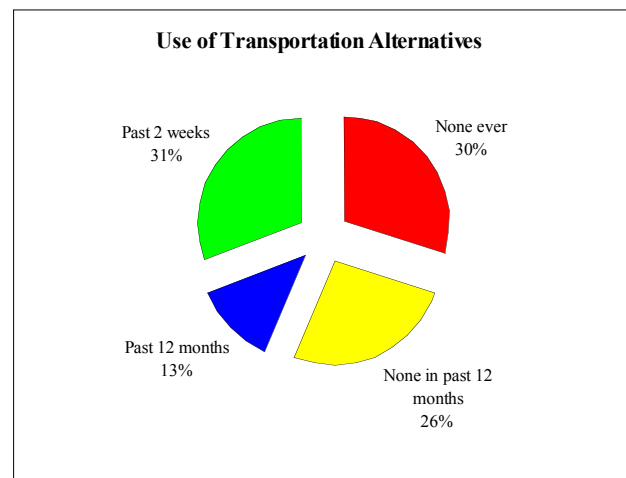
When asked about ramp meters, two-in-five (42%) gave a passable description.

Not surprisingly, familiarity with both terms was somewhat higher in areas where HOV lanes and ramp meters exist.

CTR Behavior to Date

Three-in-ten (31%) claimed to have used an alternative to driving to work alone within the past two weeks. The graph to the right shows the distribution of reported use of alternatives within the two week period, within the past year, and ever in the respondent's lifetime:

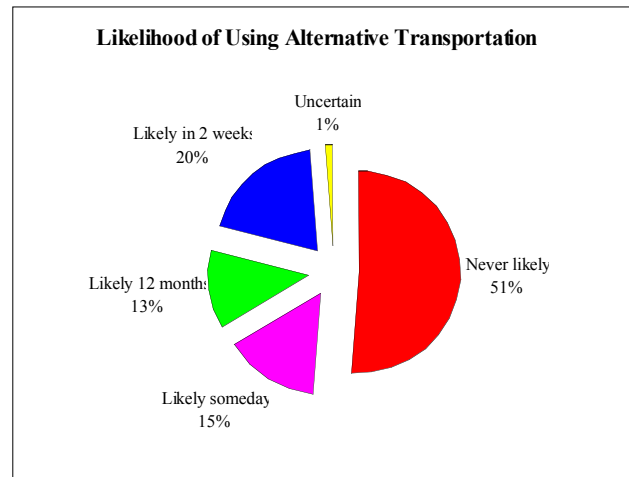
Please note that there were more than twice as many participants reporting use of an alternative within the past two weeks as there were participants reporting having done so within the past year, but not within the past two weeks. This indicates there are comparatively few alternative transportation “dabblers.” Respondents tended to be either hard-core SOV commuters or fairly frequent users of alternatives.



Future CTR Intent

Half (51%) simply could not envision themselves ever using an alternative to their SOV commute. The graph to the right shows the distribution of reported likelihood of using alternatives to the SOV commute.

In keeping with CTR behavior to date, those who were likely to use an alternative within the next two weeks outnumbered either those who intended to do so within the next year or at sometime in the distant future.



Conclusions and Recommendations

From the beginning, the informally stated objectives were to develop an advertising campaign that would garner brand identity and to do so with a theme that would have “legs.” Brand identity was necessary so that the campaign would not be easily confused with a myriad of other public call-to-action campaigns and so that subsequent ads would debut with at least some existing recognition and acceptance. The term “legs” refers to the ability for a theme to remain viable and versatile for a sufficient period of time that a campaign can evolve and bring about a measurable change in public attitudes and behaviors.

The objective of brand identity is clearly coming along very nicely. The objective of having “legs” also appears to be on the right track, but it is too soon to tell if measurable shifts in intent and (the more elusive) actual behavior are on the horizon.

When a survey covers media habits as thoroughly as this one, there is often a temptation to use the data to dictate media buys. The media habits data should be used with due caution and should never be the primary driving force behind decisions regarding the appropriate media mix.

The fact that there are comparatively few who “dabble” or intend to “dabble” in alternatives to SOV commuting is particularly significant. Stepping away from the secure familiarity of a solitary drive to work is a threshold not easily crossed. There is no point in promoting a long-term shift in behavior, the campaign need only focus on getting more people to experience any alternative, even one time.

Be aware that it is far easier to effect a shift from low awareness to mediocre awareness than it is from high awareness to near total awareness. It would be reasonable to expect specific ads to show increased awareness in subsequent waves of the study but it is unlikely that we will see the twenty-four percent (24%) demonstrating no awareness drop significantly.

Acknowledge that the “Relax” theme is doing the job, and avoid allowing it to evolve into something unrecognizable. When an advertising theme is eliciting brand identity, a steady hand on the tiller will nearly always deliver better value than will impetuous and dramatic departure.

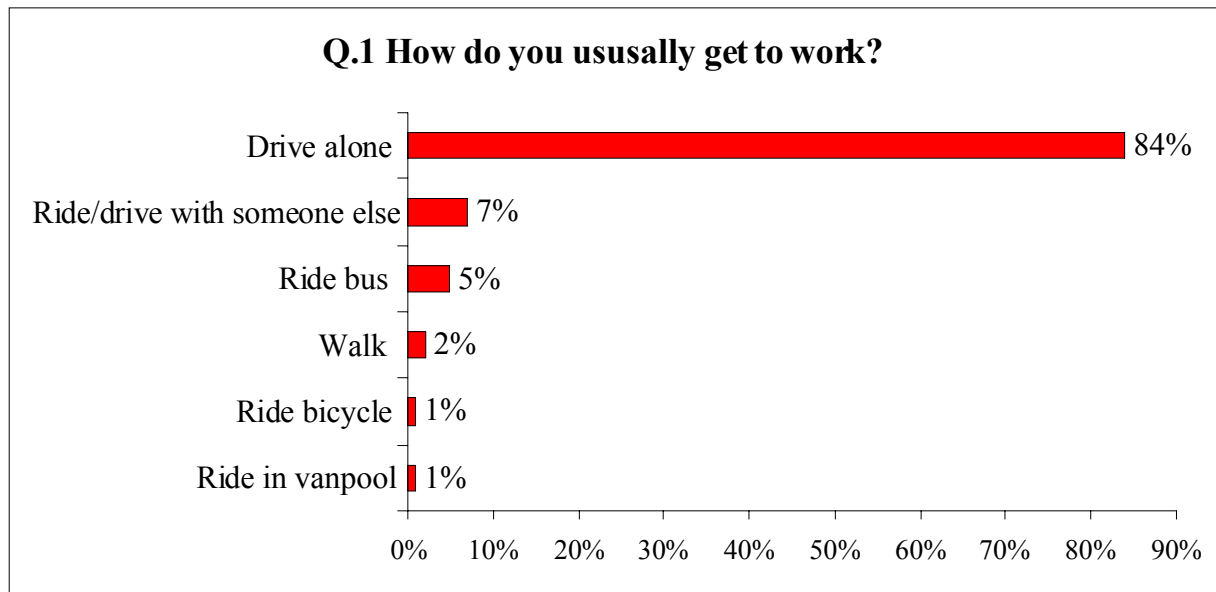
Detailed Observations

In the interest of brevity, responses from participants in each county are referred to simply by county name. For example, Spokane refers to responses from the 200 participants surveyed in Spokane County.

Q.1 How do you usually get to work?

This question was asked in an unaided manner (respondents were not read a list from which to select an answer).

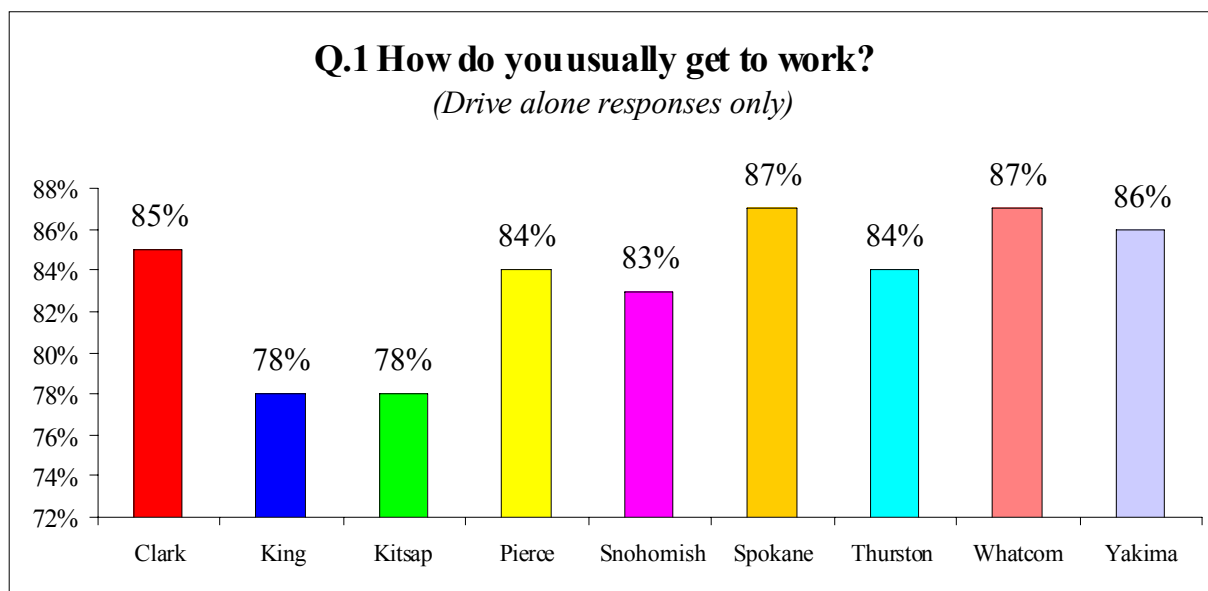
Eighty-four percent (84%) stated that they usually got to work by driving alone.



King and Kitsap both showed slightly lower than average incidence of SOV commuting.

Those between the ages of eighteen and twenty-four were somewhat more likely than average to mention walking and somewhat less likely to mention SOV commuting.

The graph on the following page shows the distribution of responses by county.



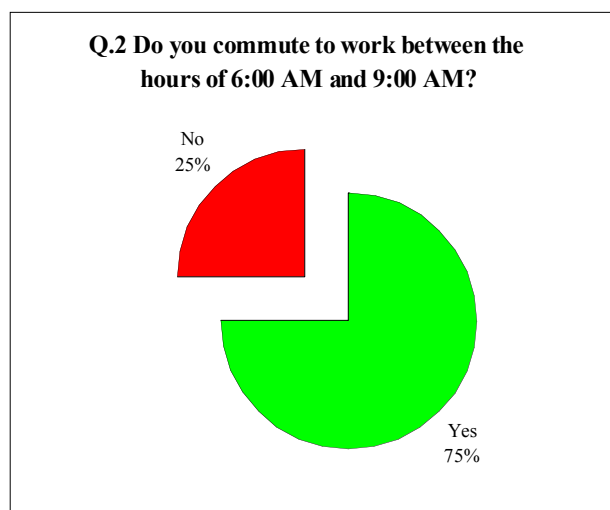
Those with household incomes under \$20,000 were more likely than average to be bus riders, and less likely than average to be SOV commuters.

Q.2 Do you commute to work between the hours of 6:00 AM and 9:00 AM?

Three-fourths (75%) indicated that they commuted to work between the hours of 6:00 AM and 9:00 AM.

Likelihood of commuting during peak times increased steadily as household income increased.

Those between the ages of eighteen and twenty-four were less likely than average to report they commuted during peak times.



Q.3 Enter geographic area from sample:

Two-hundred interviews were completed for each of the nine CTR affected counties. King and Kitsap Counties both showed higher than average incidence of alternative transportation use.

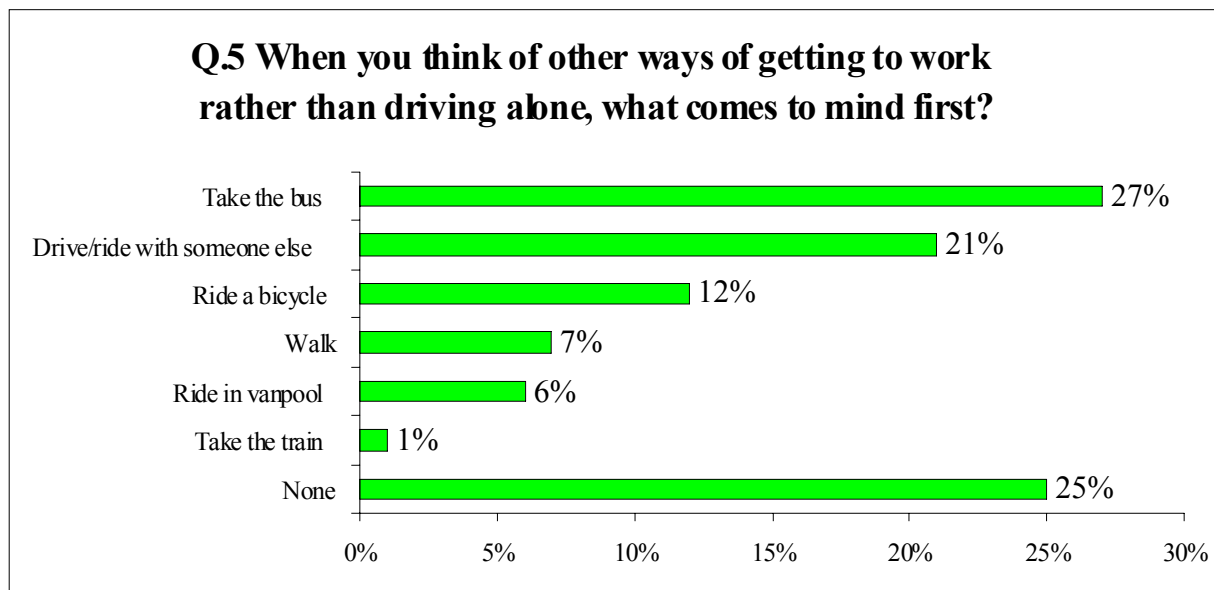
Q.4 What is the ZIP code for where you live?

Data for this question were not coded for computer tabulation. This question was asked to ensure a representative sampling within each county.

Q.5 When you think of other ways of getting to work rather than driving alone, what comes to mind first?

All respondents were asked this unaided question.

Bus riding (27%) was most commonly mentioned, followed by ride sharing (21%).



Pierce and Yakima showed higher than average mentions of ride sharing, while King and Snohomish showed lower than average mentions.

King and Snohomish showed higher than average mentions of bus riding, while Yakima showed lower than average mentions.

Whatcom showed higher than average mentions of bicycling, while Pierce showed lower than average mentions.

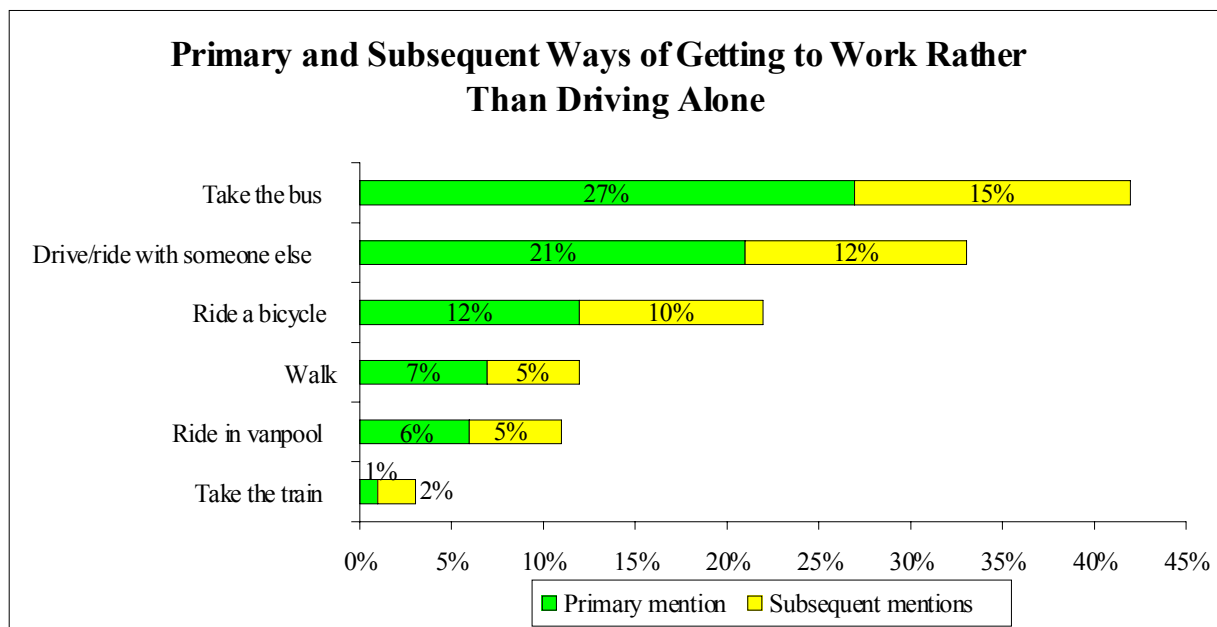
Vanpooling was most commonly mentioned in Kitsap and Pierce, and least commonly mentioned in Clark, Whatcom, and Thurston.

Q.6 Do any other alternatives come to mind?

This unaided question was asked of all participants. Multiple responses were allowed.

Responses to this question are best interpreted in conjunction with those from the previous question.

When primary (Q.5) and secondary (Q.6) mentions are combined, we see the following percentages citing each transportation alternative:



Q.7 Other than driving alone, what other ways of getting to work have you ever used?

This question was asked of all participants in an unaided manner. Multiple responses were allowed. Responses to this question were analyzed in conjunction with Q.8 and Q.9. Please refer to Q.9 for the detailed observation.

Q.8 In the past two weeks, what ways have you used to travel to work?

This question was asked of 479 participants who reported using an alternative to SOV commuting within the past year. Multiple responses were allowed. This question was analyzed in conjunction with Q.7 and Q.9. Refer to Q.9 for the observation.

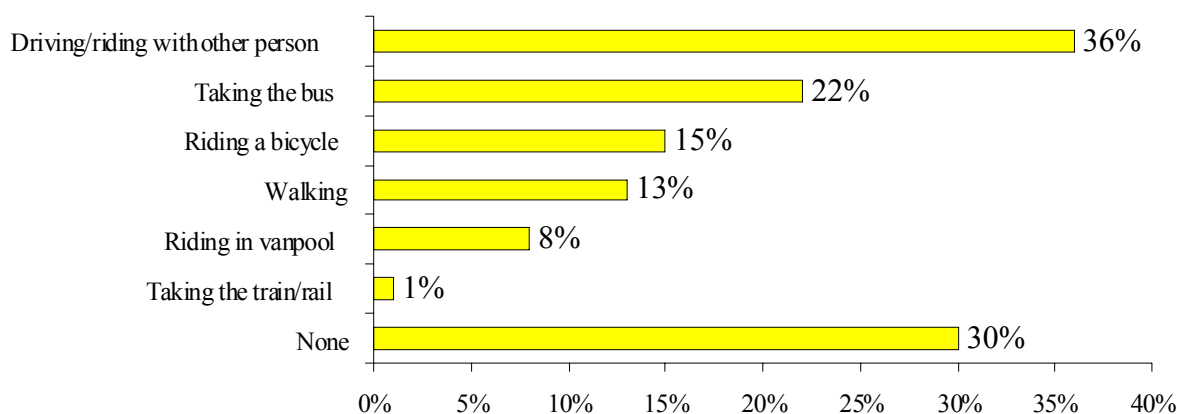
Q.9 In the past 12 months, what ways have you used to travel to work?

This unaided question was asked of 1261 participants who reported using an alternative to SOV commuting in Q.7. Multiple responses were allowed. Please note that these findings combine the responses to Q.7 (alternative transportation ever used), Q.8 (transportation used in past two weeks), and Q.9 (transportation used in past twelve months).

Seven-in-ten (70%) claimed to have used at least one alternative to the SOV commute at least once in their lives.

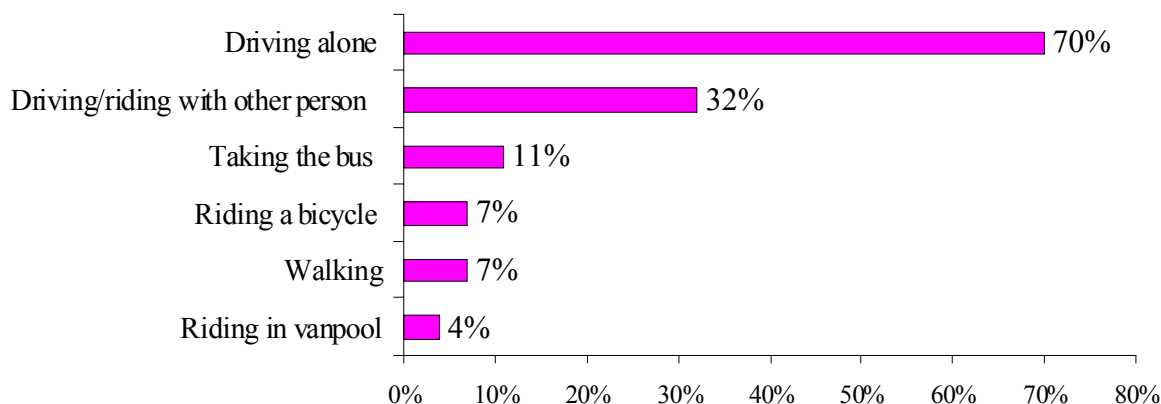
From 1,259 who named an alternative transportation method came 1,744 specific mentions, an average of 1.4 per respondent. Ride sharing (36%) was most commonly mentioned.

Q.7 Other than driving alone, what other ways of getting to work have you ever used?



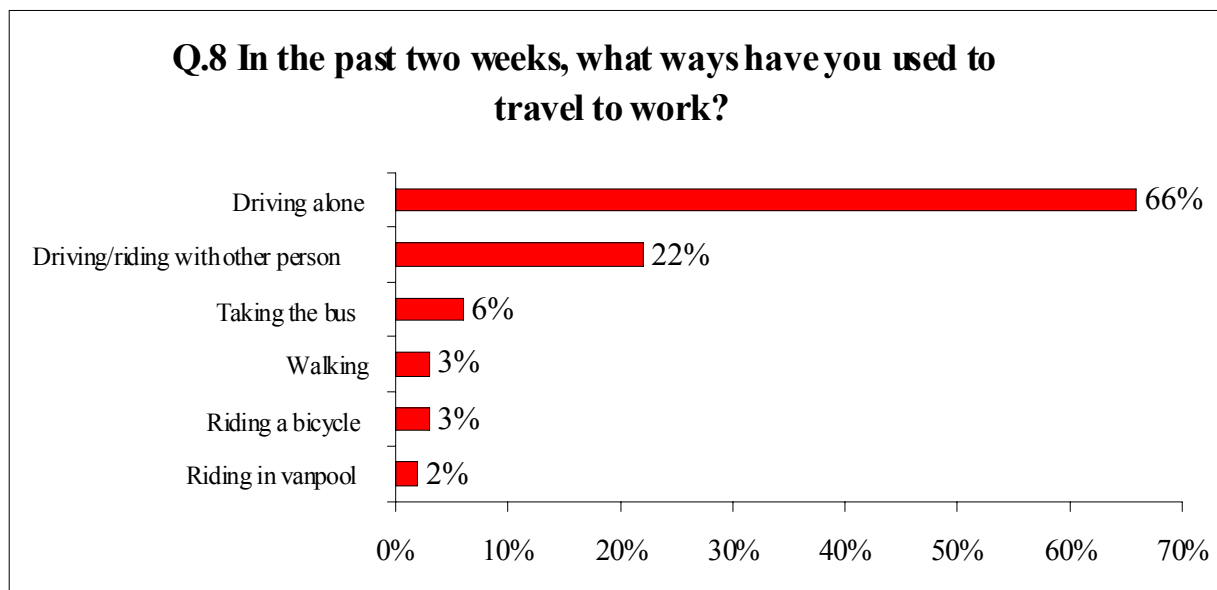
The 1,261 who reported they had ever used an alternative to SOV commuting were asked which transportation methods they had used within the past twelve months. The graph below shows the percentages citing each transportation mode used within the past year. Please note percentages are of the entire sampling (n=1,800).

Q.9 In the past 12 months, what ways have you used to travel to work?

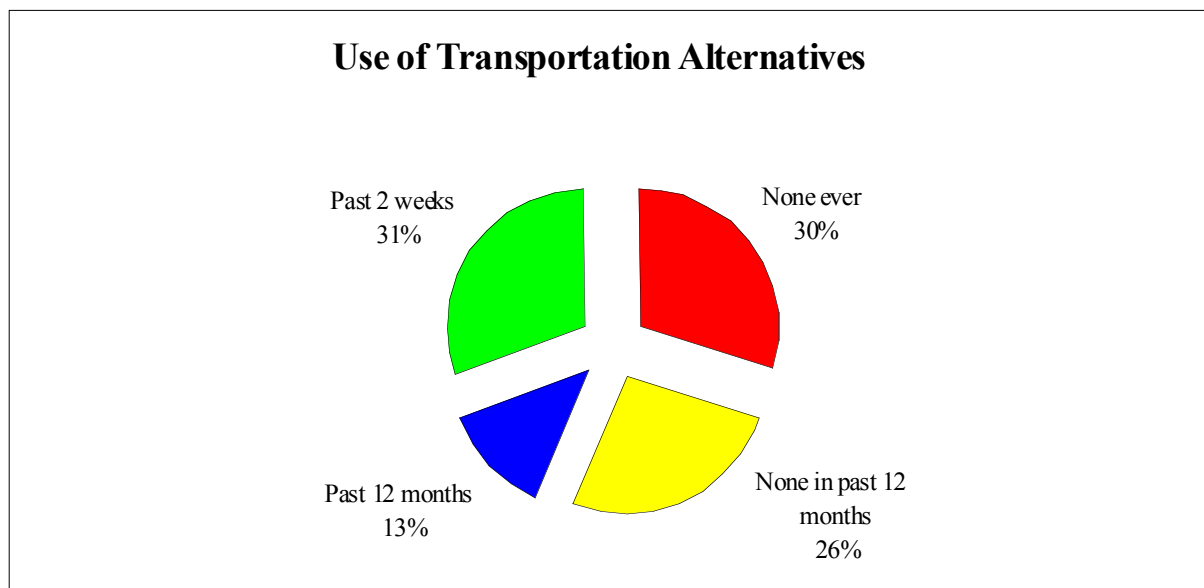


The 479 who claimed to have used at least one non-SOV alternative within the past year were asked which they had used within the past two weeks.

The following graph shows the percentages mentioning each alternative used within the past two weeks. Please note percentages are of the entire sampling (n=1,800).



The pie graph below shows the distribution of SOV-exclusive and non-SOV transportation:



Q.10 In the next TWO WEEKS, how likely are you to try some way other than driving alone to go to work?

Responses to this question were analyzed in conjunction with Q.11 and Q.12. Please refer to Q.12 for the detailed observation.

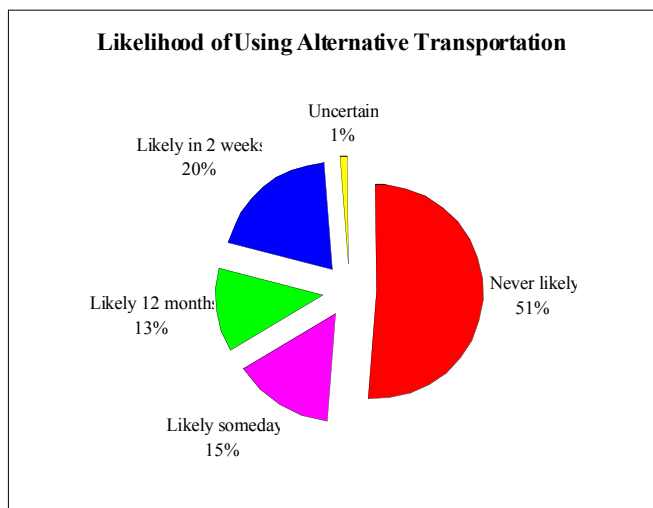
Q.11 In the next 12 MONTHS, how likely are you to try some way other than driving alone to go to work?

This question was analyzed in conjunction with Q.10 and Q.12. The detailed observation can be found with Q.12.

Q.12 How likely are you to ever try some way other than driving by yourself to go to work?

Please note that these findings combine the likelihood responses to Q.10 (using non-SOV transportation in next two weeks), Q.11 (using non-SOV transportation in the next twelve months), and Q.12 (using non-SOV transportation ever).

The graph to the right shows the percentages who reported they would be at least somewhat likely to try an alternative to the SOV commute within the next two weeks, twelve months, ever, and those who claimed they would never consider an alternative form of transportation:



Q.13 What newspapers do you read on a regular basis?

This question was asked of all participants in an unaided manner. Multiple responses were allowed.

Four-in-five (80%) claimed to read at least one newspaper regularly. From those naming at least one newspaper they read came an average of 1.24 mentions per participant.

There were only ten newspapers that were named by more than five percent (5%) of the sampling. All other newspapers received significantly fewer mentions. Over 150 individual newspapers were cited. Commonly mentioned newspapers included:

- The Seattle Times (15%)
- Yakima Herald Republic (8%)
- The Spokesman-Review (8%)
- The Olympian (8%)
- The Bellingham Herald (7%)
- The Columbian (7%)
- The News Tribune (7%)
- Seattle Post-Intelligencer (6%)
- Bremerton Sun (6%)

Specific readership by county can be observed in the Detailed Database Report.

Q.14 What radio stations do you listen to most often?

This question was asked of all participants in an unaided manner. Multiple responses were allowed.

Nine-in-ten (90%) mentioned at least one radio station that they regularly listened to often. From those naming at least one radio station they preferred, came an average of 1.52 mentions per participant.

There were only five radio stations that were mentioned by more than five percent (5%) of the sampling, with all other stations receiving fewer mentions. Nearly 170 individual radio stations were mentioned. Commonly mentioned stations included:

- KIRO 710 AM (6%)
- KPLU 88.5 FM (6%)
- KISW 99.9 FM (6%)
- KNDD 107.7 FM (5%)
- KING 98.1 FM (5%)

Specific listenership by county can be observed in the Detailed Database Report.

Q.15 What television stations do you watch most often?

This question was asked of all participants in an unaided manner. Multiple responses were allowed.

Eighty-five percent (85%) cited at least one television station that they watched most often. From those naming at least one station they watched, came an average of 1.84 mentions per participant.

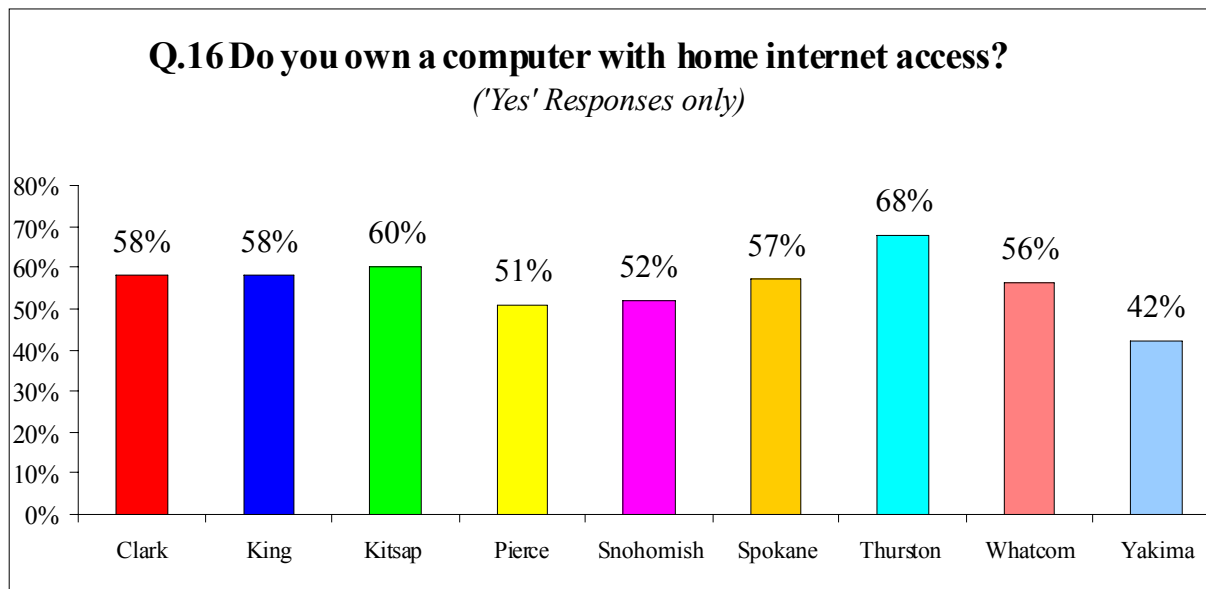
There were only seven television stations that were mentioned by more than five percent (5%) of the sampling, all other stations received significantly fewer mentions. Over 150 individual stations were cited. Commonly mentioned television stations included:

- KING 5 (21%)
- KIRO 7 (11%)
- KOMO 4 (9%)
- KXLY 4 (8%)
- KHQ (6%)

Specific viewership by county can be observed in the Detailed Database Report.

Q.16 Do you own a computer with home internet access?

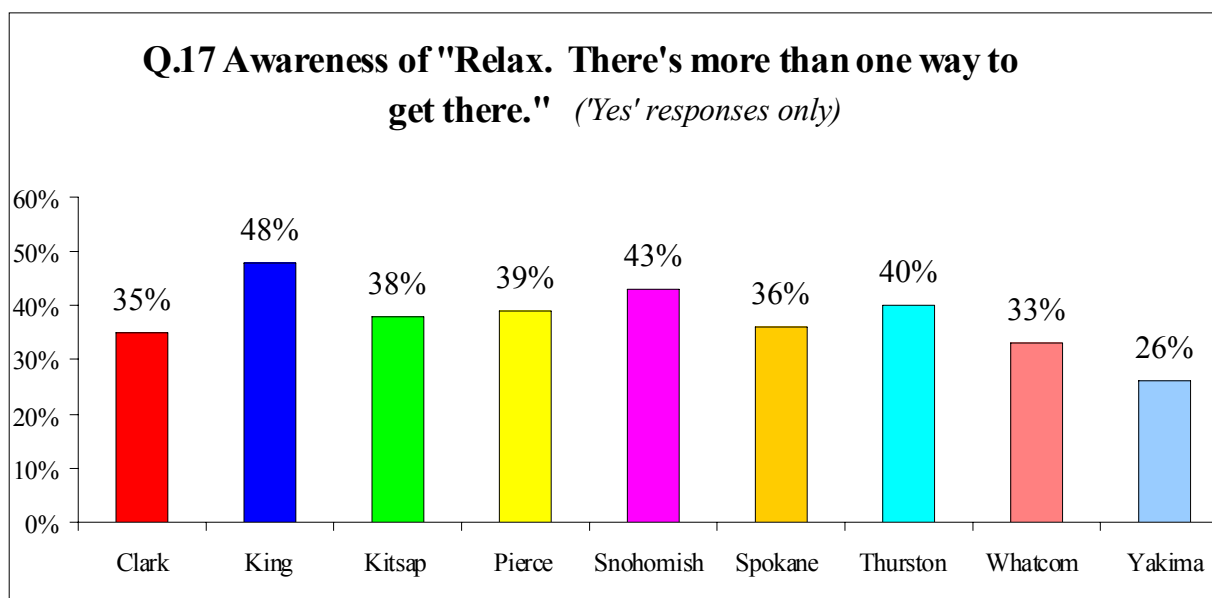
The majority (56%) claimed to own a computer with Internet access.



Primary SOV commuters were more likely to have Internet access than were primary alternative transportation users. Married persons, college graduates, those over the age of thirty-five, and regular users of HOV lanes were more likely than average to have Internet access.

Q.17 Have you ever seen, heard, or read the slogan, "Relax. There's more than one way to get there."?

Thirty-seven percent (37%) claimed awareness of the "Relax" slogan.



Awareness of the “Relax” slogan correlated strongly with awareness of specific ads, with those who used carpool lanes, and with awareness of HOV lanes, ramp meters, etc.

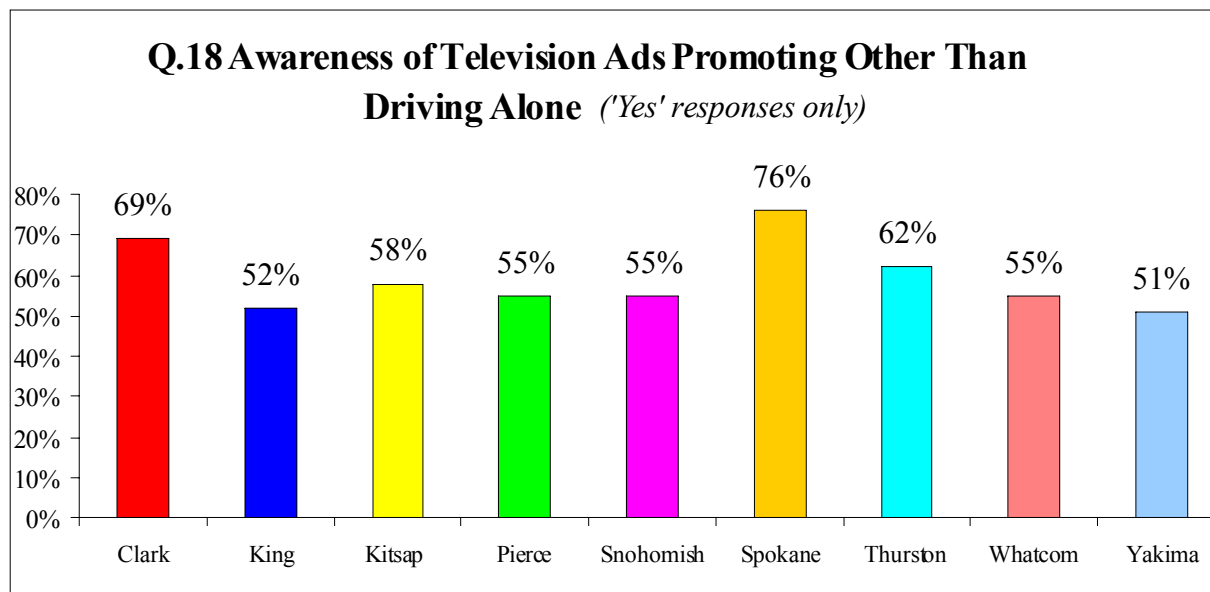
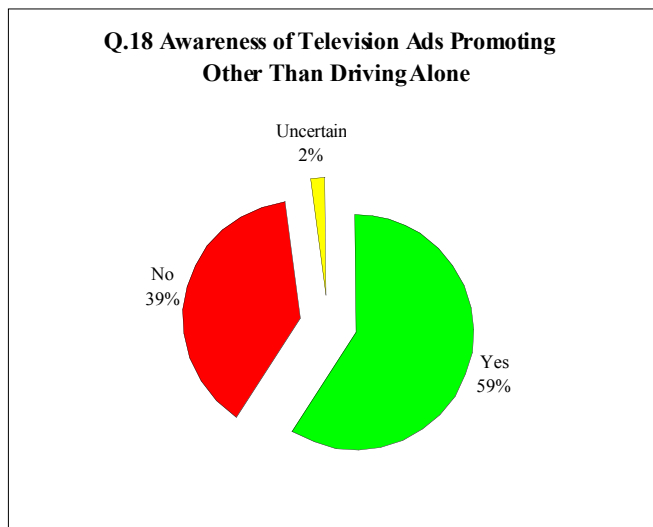
Awareness was highest in the \$35,000 to \$50,000 income subset and lowest in the \$75,000 to \$100,000 income subset.

Those in the twenty-five to thirty-four age subset were more likely to claim awareness than were their older or younger counterparts.

Q.18 Have you ever seen any television ads that promote getting to work in ways other than driving alone?

Three-in-five (59%) claimed awareness of television ads with a CTR theme.

Awareness was much higher than average in Spokane, significantly higher than average in Clark, and significantly lower than average in Yakima and King.



Those with some college education and those with two or more licensed vehicles showed higher than average awareness.

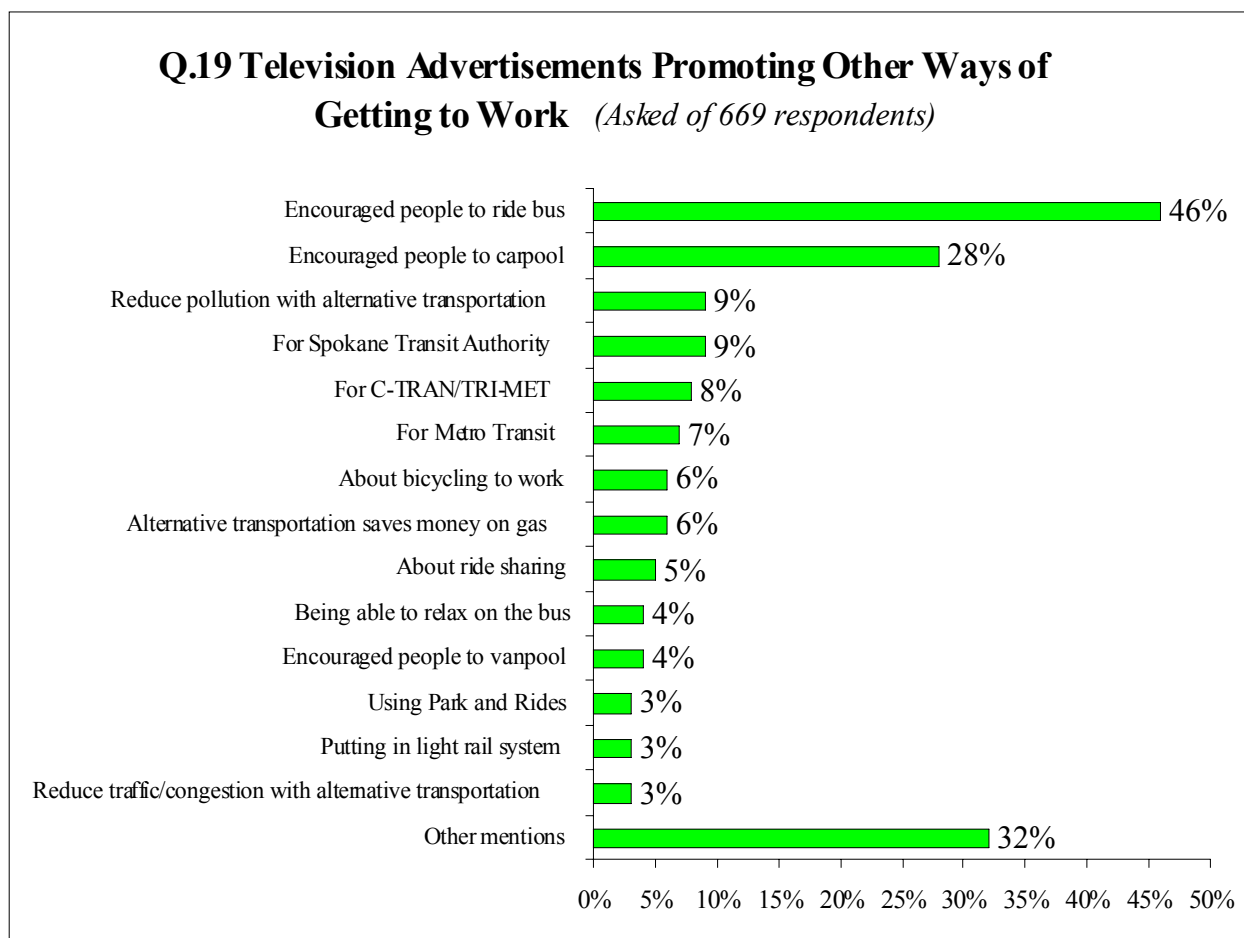
Q.19 What television advertisements do you recall that promote getting to work in ways other than driving alone?

This question was asked of the 1,063 who claimed awareness of a CTR-themed television ad. Responses were recorded verbatim and coded for computer tabulation. The actual comments can be found under separate cover.

Thirty-seven percent (37%) of all 1,800 respondents were able to cite a specific ad.

Ability to cite one or more specific ads was highest in Spokane and Clark, and lowest in Thurston.

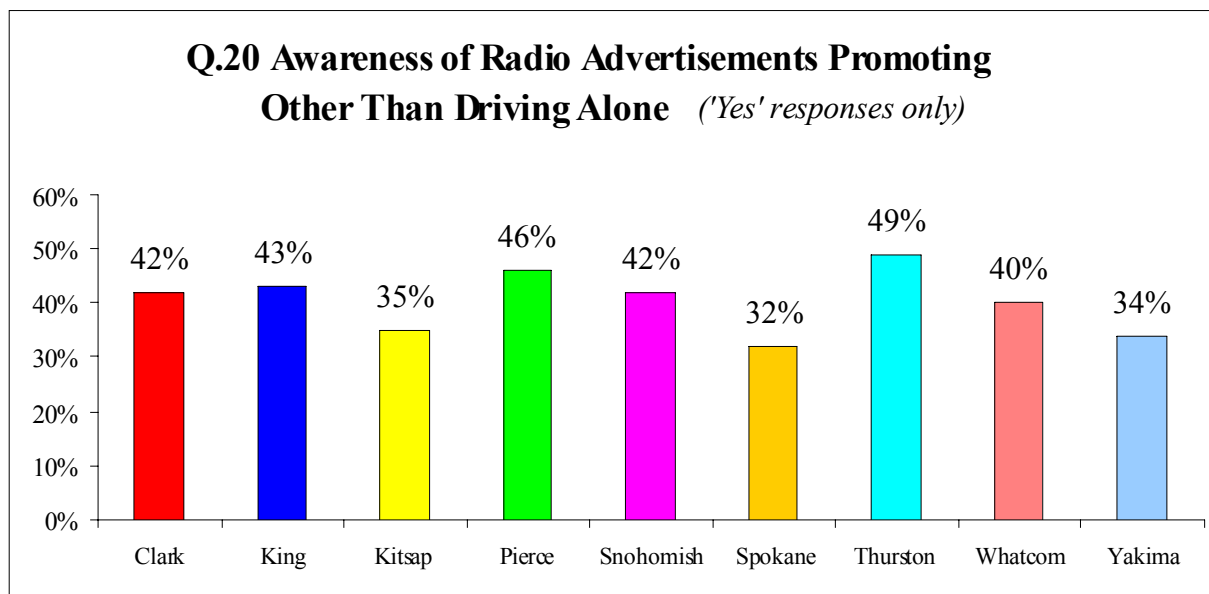
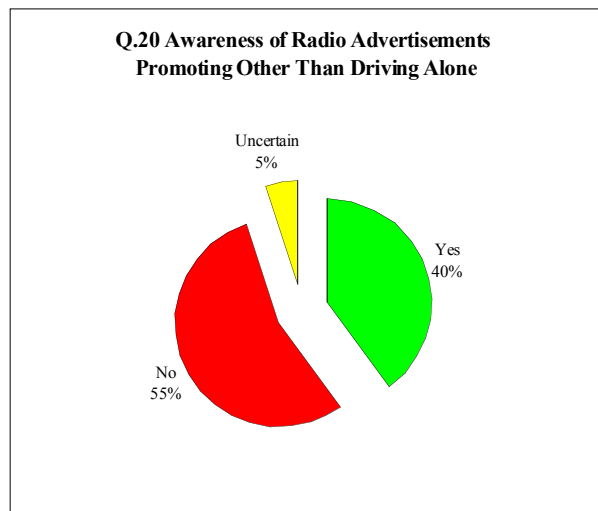
Likelihood of claiming awareness of an advertisement decreased as age of participants increased.



Q.20 Have you heard any radio advertisements that promote getting to and from work other than driving alone?

Two-in-five (40%) claimed to have heard radio ads with a CTR theme.

Yakima was slightly lower than average, and Thurston was significantly higher than average.



Awareness correlated with knowledge of HOV lanes and ramp meters.

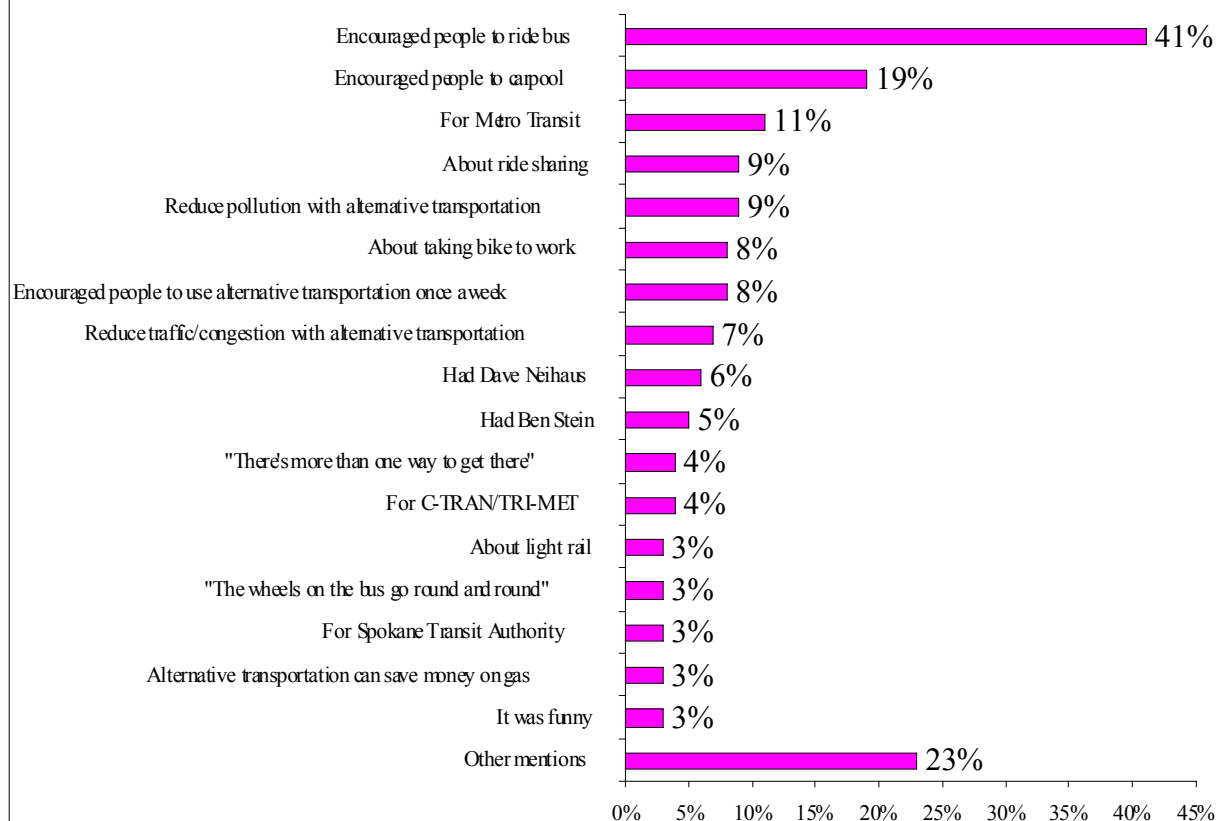
Those over the age of forty-five were less likely than average to claim awareness of radio ads.

Q.21 What radio advertisements do you recall that promote getting to and from work other than driving alone?

This question was asked of the 722 who claimed awareness of radio ads with a CTR theme. Responses were recorded verbatim and coded for computer tabulation. The actual comments can be found under separate cover.

One-in-four (24%) of all 1,800 respondents could cite one or more specific radio ads.

Q.21 Radio Advertisements Promoting Other Than Driving Alone *(Asked of 426 respondents)*

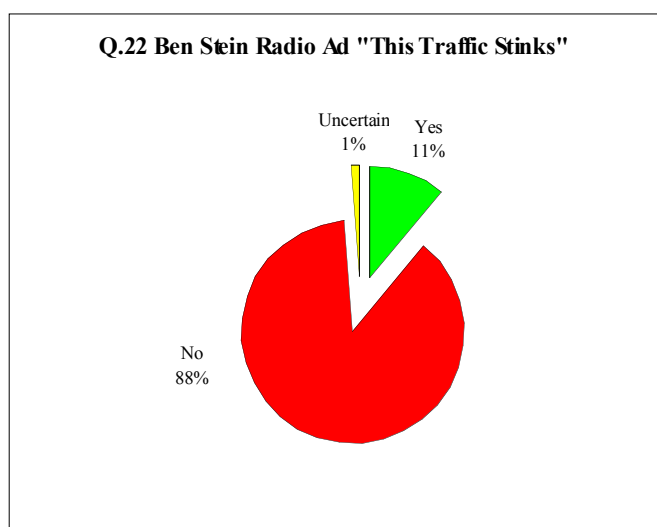


Q.22 Do you recall hearing a radio ad where the actor Ben Stein says, "This traffic stinks" and mentions reading about microeconomics or microbiology while riding the bus?

One-in-nine (11%) claimed aided recall of the Ben Stein "this traffic stinks" radio spot.

Awareness was highest in Pierce.

Those over the age of forty-five were less likely than their younger counterparts to claim awareness of the ad.

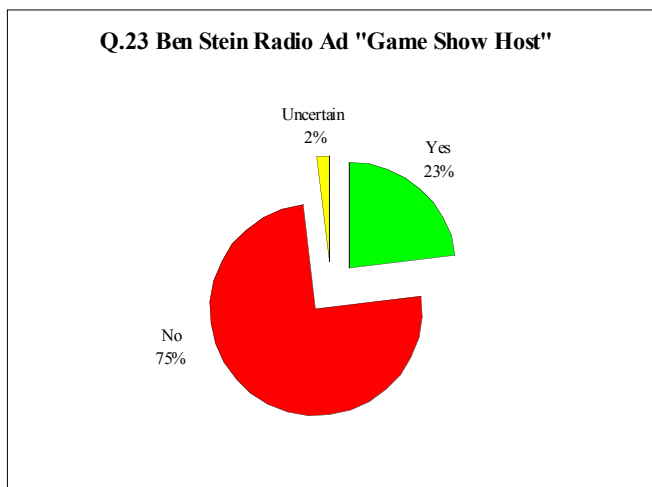


Q.23 Do you recall hearing a radio ad where the actor Ben Stein sounds like a game show host and says that you can stay in your “PJ’s” until way after lunch if you work from home?

One-in-four (23%) claimed aided recall of the Ben Stein “game show host” radio ad.

Awareness was lower than average in Clark and Spokane.

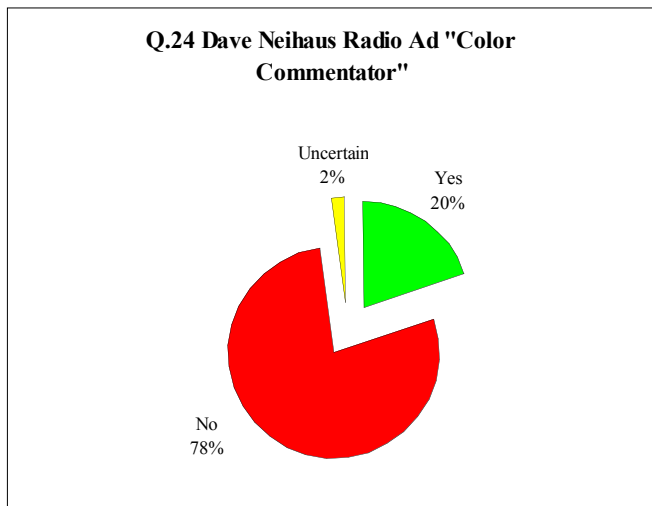
Regular users of HOV lanes and those in the twenty-five to thirty-four age subset showed somewhat higher than average awareness.



Q.24 Do you recall hearing a radio ad where the Seattle Mariners baseball announcer Dave Niehaus promotes riding or driving with a friend or co-worker and says you will have some company who would be your color commentator?

One-in-five (20%) claimed aided awareness of the Dave Niehaus “color commentator ride sharing” radio spot.

Awareness was higher than average in Snohomish and Yakima, while lower than average in Clark and Spokane.

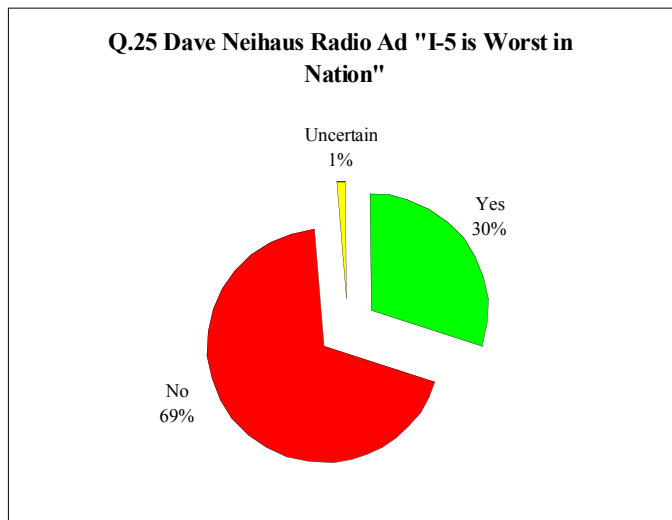


Q.25 Do you recall hearing a radio ad where the Seattle Mariners baseball announcer Dave Neihaus states that you can always count on rain and lots of it, that Junior is going to win another Gold Glove, and mentions that I-5 traffic is the worst in the nation, and then he encourages you to take a car off the road by riding the bus or riding or driving with someone else?

Three-in-ten (30%) claimed aided awareness of the Dave Neihaus “I-5 worst in the nation” radio spot.

Awareness was higher than average in Kitsap, Pierce, Snohomish and Whatcom, while lower than average in Clark, Spokane and Yakima.

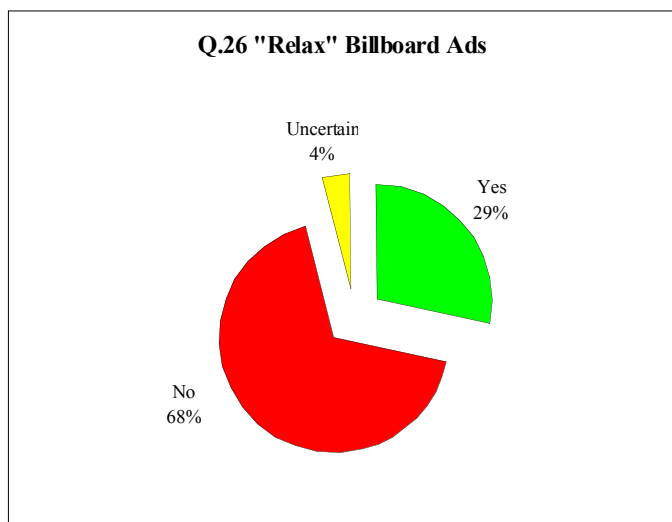
The following subsets showed lower than average awareness: College graduates, those with no licensed vehicles, those over the age of forty-five, and those with household incomes over 75,000.



Q.26 Have you seen any billboard ads that promote alternatives to driving alone to work, which read, “Relax. There’s more than one way to get there.”?

Three-in-ten (29%) claimed aided recall of the “Relax” billboards.

Clark showed higher than average awareness, while Whatcom and Yakima showed lower than average awareness. Responses spanned the tested subsets fairly evenly.



Q.27 Do you recall the city or cities in which the billboards were located?

This unaided question was asked of the 515 respondents who claimed unaided recall of the “Relax” billboards. Multiple responses were allowed.

Specific locations, cross-tabulated by the nine counties can be observed in the Detailed Database Report.

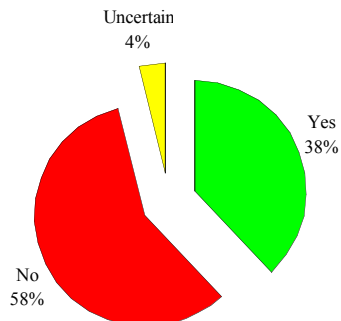
Q.28 Have you seen any ads on buses which read, “Relax. There’s more than one way to get there. Ride or drive with someone else.”?

Thirty-eight percent (38%) claimed aided awareness of the “Relax, ride sharing” bus boards.

King and Pierce showed higher than average awareness, while Clark, Whatcom and Yakima showed lower than average awareness.

Those in the twenty-five to thirty-four age subset showed higher than average awareness.

Q.28 Have you seen any ads on buses which read, “Relax. There's more than one way to get there. Ride or drive with someone else.”?



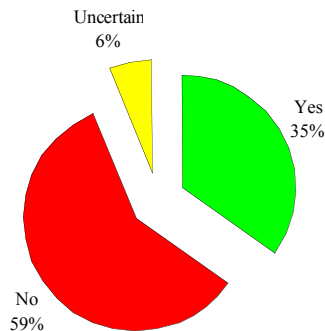
Q.29 Have you seen any ads on buses which read, “Relax. There’s more than one way to get there. Ride the bus.”?

Thirty-five percent (35%) claimed aided awareness of the “Relax, ride the bus” bus boards.

King and Spokane showed higher than average awareness, while Clark, Whatcom and Yakima showed lower than average awareness.

Participants under the age of twenty-four and those with incomes of \$100,000 or more showed lower than average awareness.

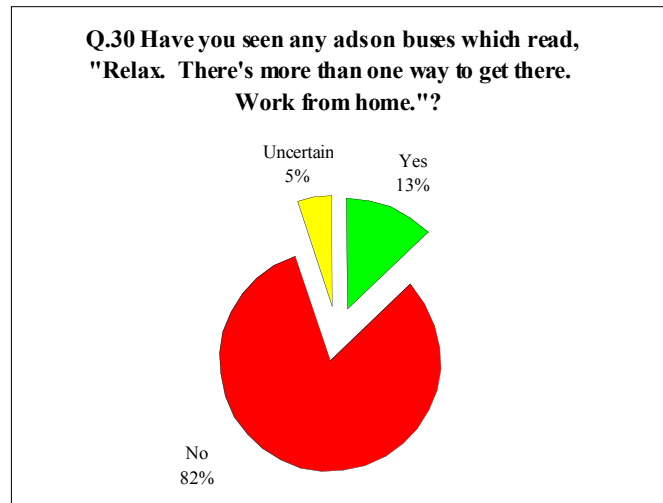
Q.29 Have you seen any adson buses which read, “Relax. There's more than one way to get there. Ride the bus”?



Q.30 Have you seen any ads on buses which read, “Relax. There’s more than one way to get there. Work from home.”?

One-in-eight (13%) claimed aided awareness of the “Relax, work from home” bus boards.

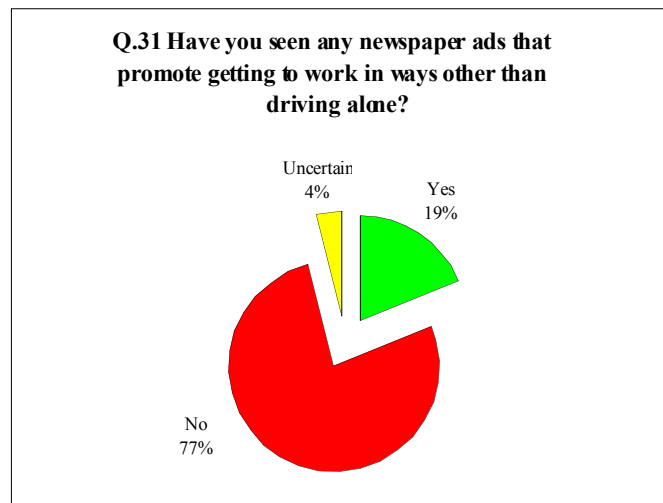
King showed higher than average awareness, while Whatcom and Yakima showed lower than average awareness.

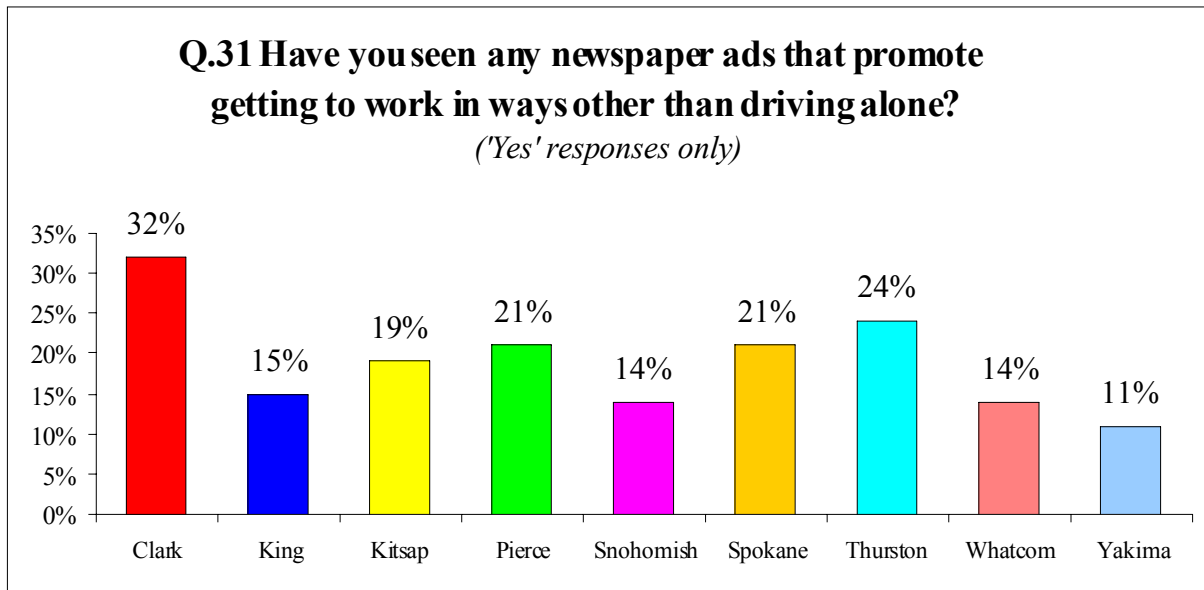


Q.31 Have you seen any newspaper ads that promote getting to work in ways other than driving alone?

One-in-five (19%) claimed aided awareness of newspaper ads with a CTR theme.

Clark showed significantly higher than average awareness, while Yakima showed significantly lower than average awareness.





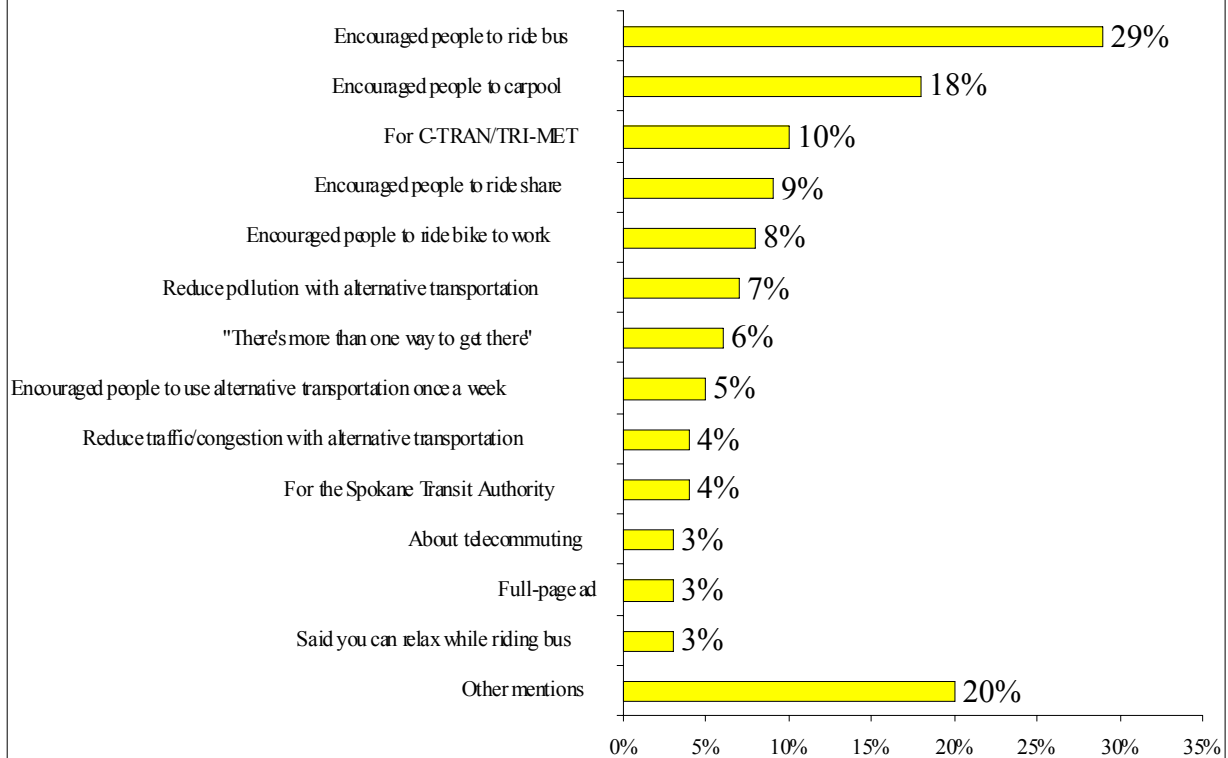
Awareness correlated with a variety of other awareness, but otherwise, responses spanned the tested subsets fairly evenly.

Q.32 What newspaper ads do you recall that promote ways of getting to work in ways other than driving alone?

Responses were recorded verbatim and coded for computer tabulation. The actual comments can be found under separate cover. This question was asked of the 343 who claimed awareness of newspaper ads with a CTR theme.

One-in-twelve (8%) of all 1,800 were able to cite one or more specific ads.

Q.32 Newspaper Advertisements Promoting Other Than Driving Alone *(Asked of 147 respondents)*



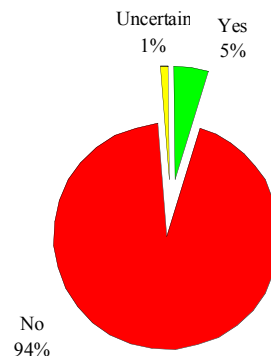
Q.33 Have you seen any newspaper ads with the words, "In heavy traffic you can either mutter to yourself or talk to a friend"?

One-in-twenty (5%) claimed aided recall of the "Mutter to yourself or talk to a friend" newspaper ads.

Pierce showed slightly higher than average awareness.

Those with incomes in excess of \$100,000 showed lower than average levels of awareness.

Q.33 Have you seen any newspaper ads with the words, "In heavy traffic you can either mutter to yourself or talk to a friend"?

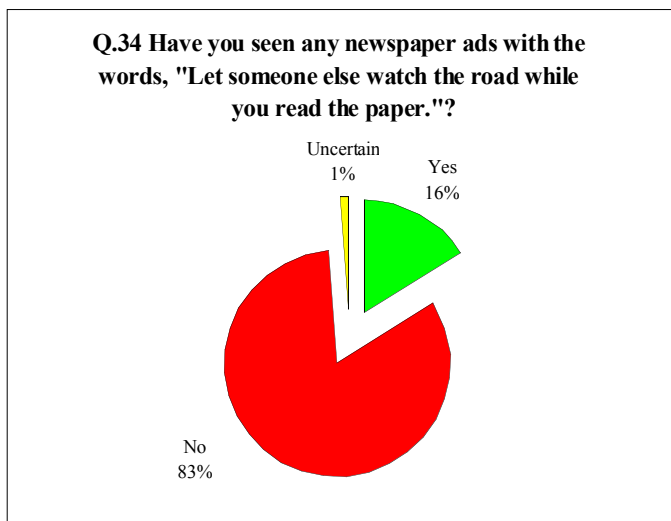


Q.34 Have you seen any newspaper ads with the words, “Let someone else watch the road while you read the paper.”?

One-in-six (16%) claimed unaided recall of the “let someone else watch the road” newspaper ad.

Whatcom and Yakima showed lower than average awareness.

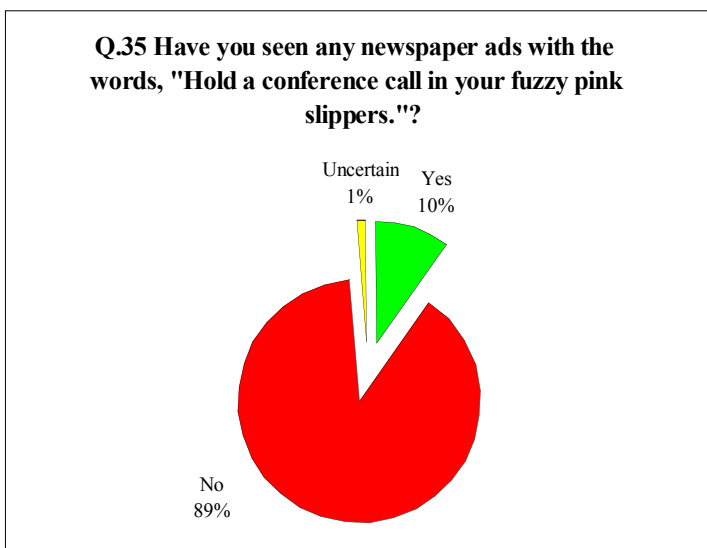
Those in the twenty-five to thirty-four age subset showed lower awareness than their older and younger counterparts.



Q.35 Have you seen any newspaper ads with the words, “Hold a conference call in your fuzzy pink slippers.”?

One-in-ten (10%) claimed aided awareness of the “fuzzy pink slippers” newspaper ad.

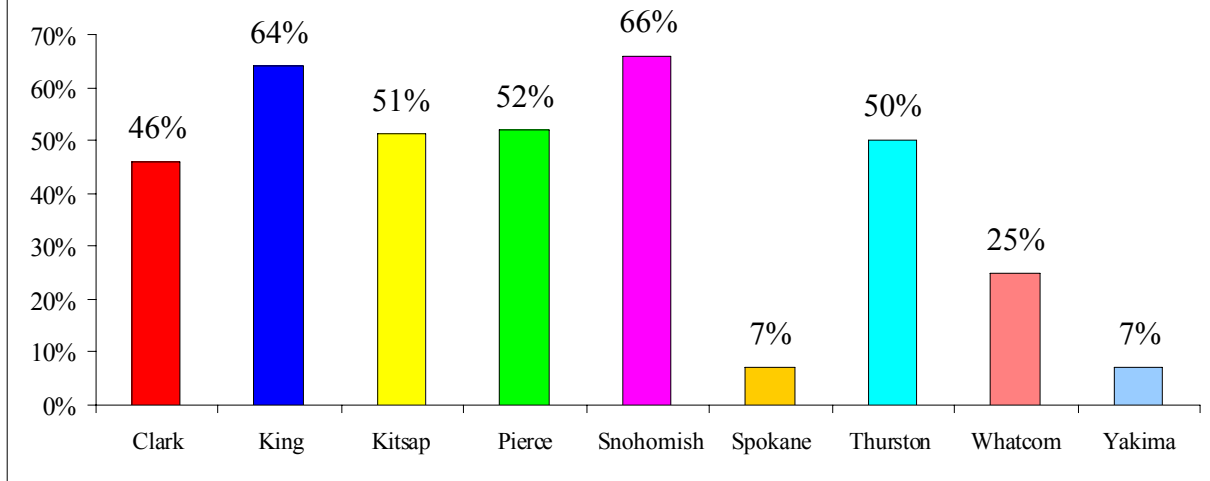
Females showed somewhat higher awareness than did males.



Q.36 Do you know what the acronym HOV means?

Two-in-five (41%) claimed to be aware of what the acronym HOV means. This question definitely separated the counties.

Q.36 Do you know what the acronym HOV means?

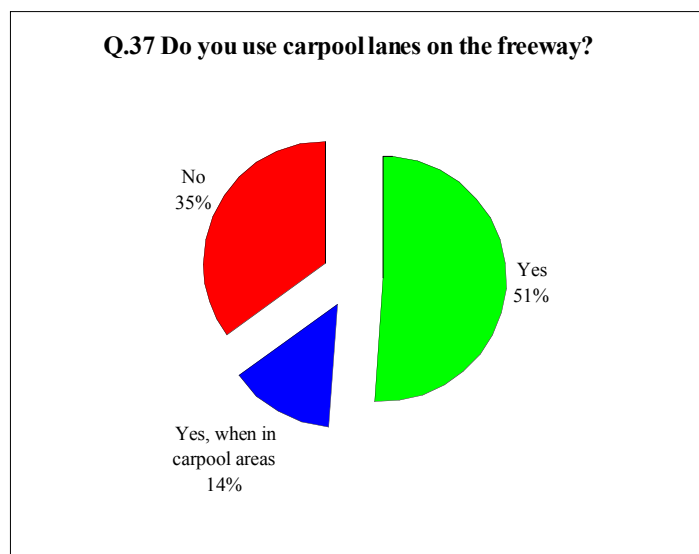


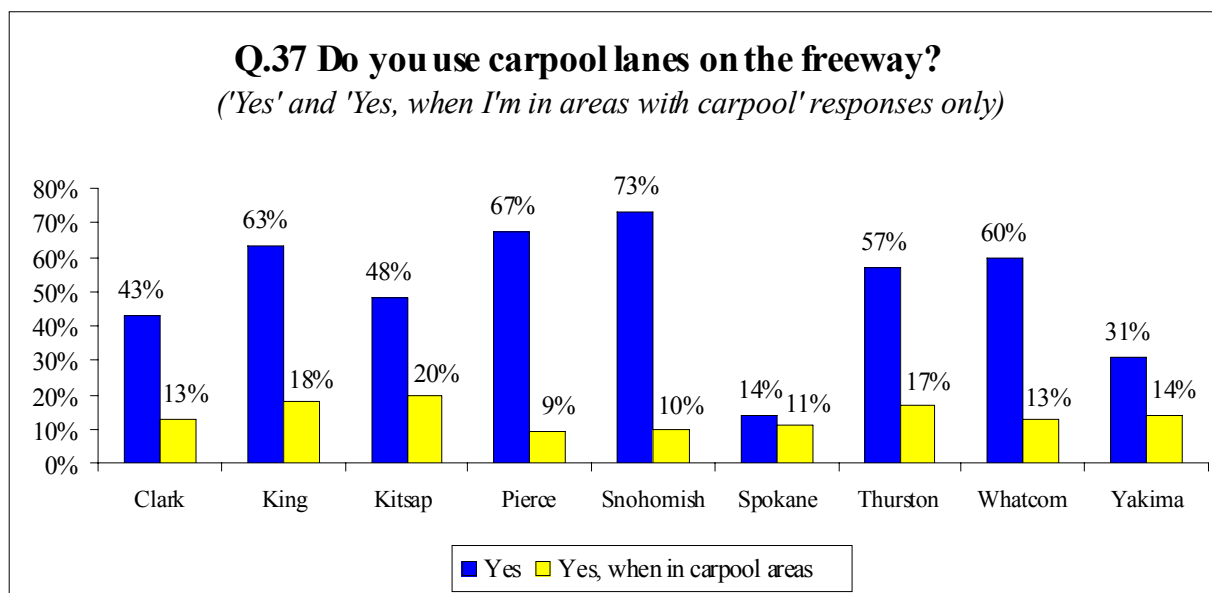
Those with higher incomes, ages, and education levels tended to demonstrate higher than average levels of awareness, as did males, married respondents, those with awareness of ramp meters, and those with increased commute distances.

Q.37 Do you use carpool lanes on the freeway?

Half (51%) claimed to use carpool lanes, and another fourteen percent (14%) claimed to do so when in areas with carpool lanes.

Not surprisingly, the counties with carpool lanes showed higher than average use of carpool lanes.



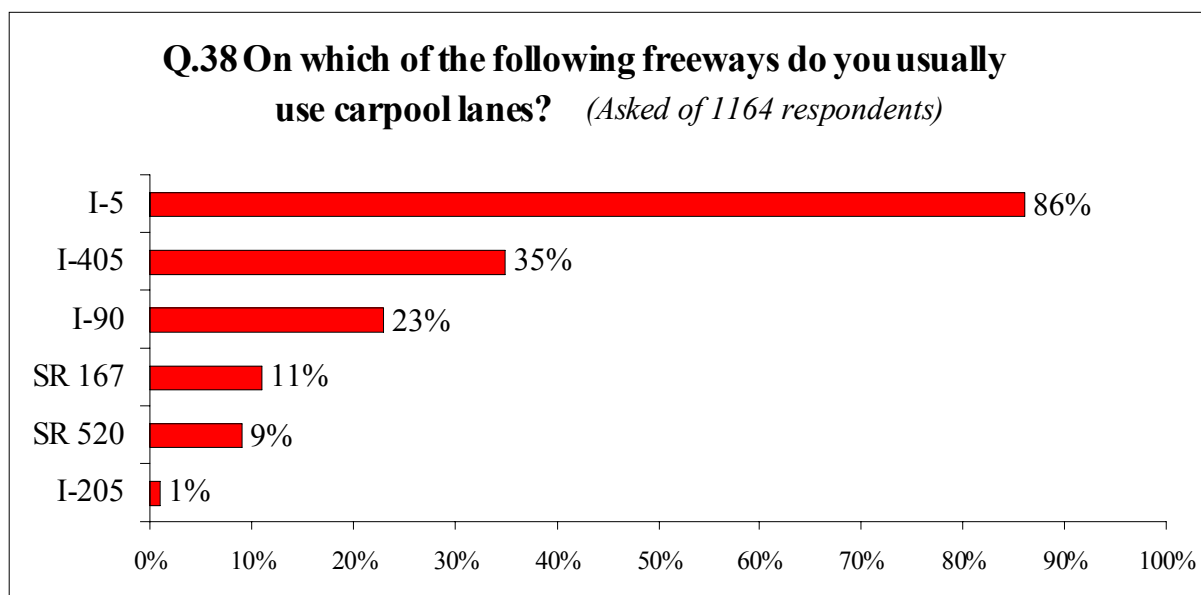


College graduates and those under the age of twenty-four were more likely than average to use carpool lanes, while those with only one licensed vehicle were less likely than average.

As household incomes increased, so did the likelihood of using carpool lanes. This may be a function of the fact that two-income households must have enough occupants to qualify for using HOV lanes.

Q.38 On which of the following freeways do you usually use carpool lanes? I-90, I-405, I-5, SR520, SR167.

I-5 carpool lanes were used more often than those on all other freeways combined.

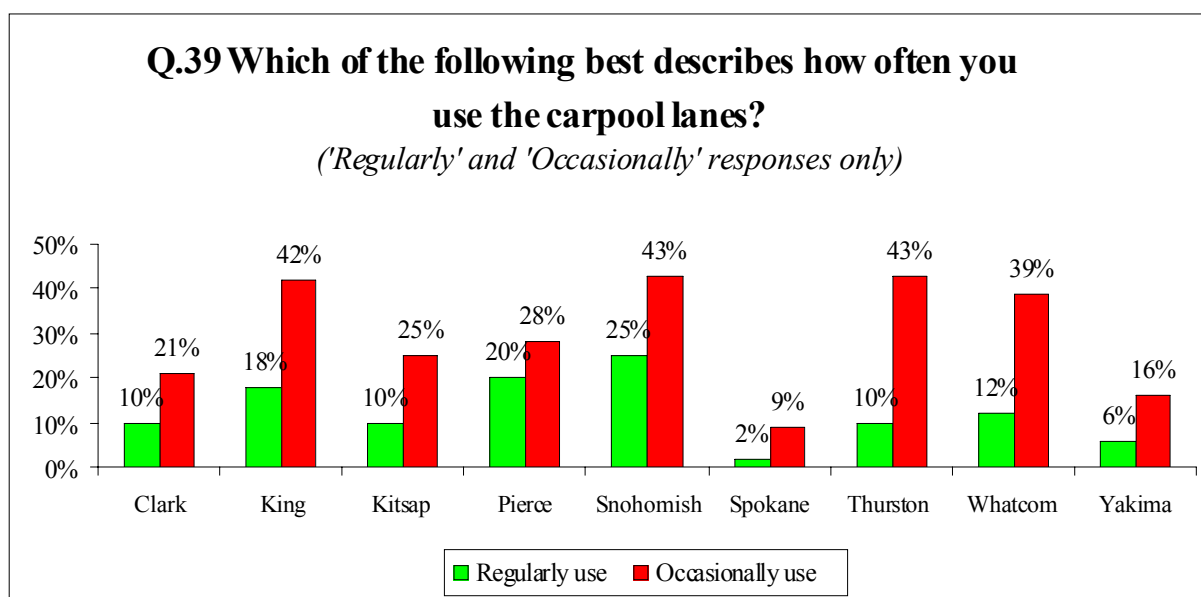


I-405 and SR 520 were used disproportionately by those with higher than average household incomes.

Q.39 Which of the following best describes how often you use carpool lanes?

This aided question was asked of the 1,164 who used carpool lanes either in their own area or when visiting other areas.

Forty-two percent (42%) of 1,800 used carpool lanes at least occasionally, and one-in-eight (12%) claimed to use them regularly. Please note those who used them regularly are included in the calculation of those who used them at least occasionally. The graph below shows the percentages of regular and occasional use of carpool lanes based on the overall sampling for each county.



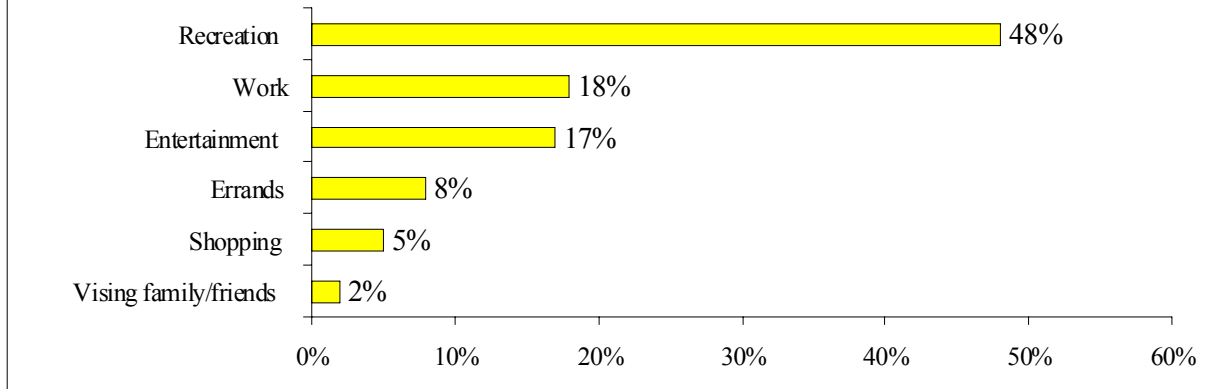
Q.40 When you use the carpool lane, are you most commonly commuting to work, or to some other activity?

This unaided question was asked of the 1,140 who reported using carpool lanes.

Only one-in-six (18%) used carpool lanes primarily for commuting to work.

Q.40 When you use the carpool lane, are you most commonly commuting to work, or to some other activity?

(Asked of 1150 respondents)



Clark showed higher than average incidence of using carpool lanes for commuting to work, while Whatcom showed lower than average incidence of work-related carpool lane use.

Males were more likely to claim to use carpool lanes for work than were females.

Those under the age of twenty-four were more likely to use carpool lanes for entertainment than were their older counterparts.

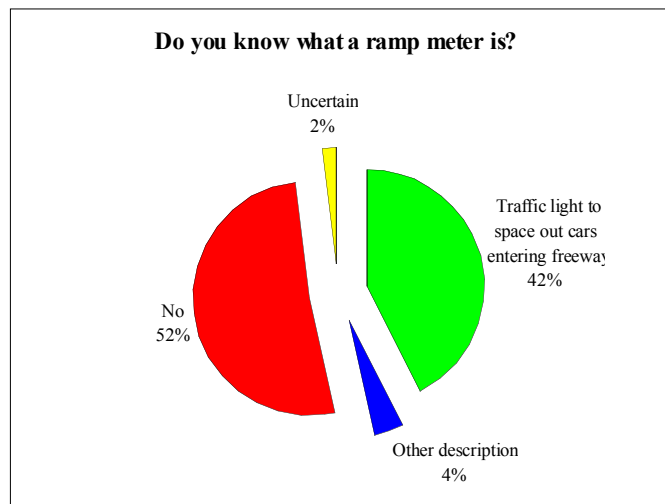
Q.41 Do you know what a ramp meter is?

Responses to this question are best interpreted in conjunction with Q.42. Please refer to Q.42 for detailed observations.

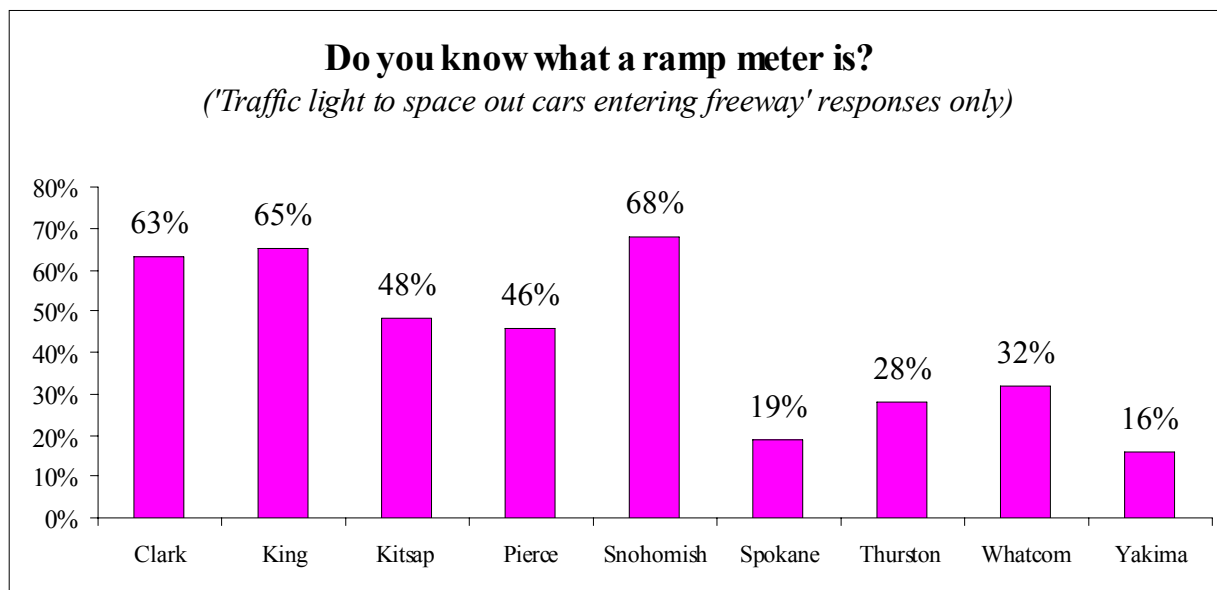
Q.42 To the best of your knowledge, what is the purpose of a ramp meter?

This unaided question was asked of the 862 who reported they were aware of ramp meters.

Nearly half (48%) claimed to know what a ramp meter was, but when asked to describe the purpose of a ramp meter, nine percent (9%) of those “in the know” failed to mention anything about spacing out the cars entering the freeway. Eighty-nine percent (89%) correctly identified the purpose of the ramp meter. The graph to the right shows the distribution of responses based on the overall sampling (n=1,800).



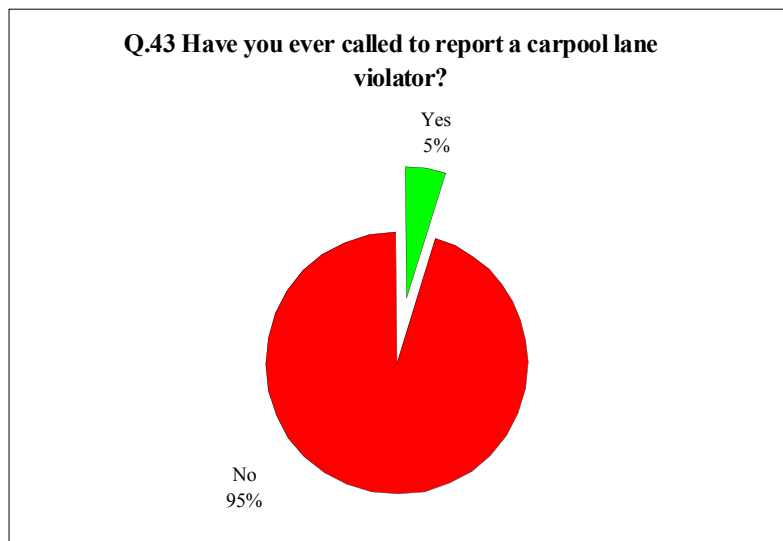
Those from Clark, King, and Snohomish were more likely to correctly describe a ramp meter than were those from Spokane, Thurston, Whatcom, or Yakima.



Q.43 Have you ever called to report a carpool lane violator?

One-in-twenty (5%) claimed to have reported a carpool lane violator.

Reporters of violations tended to cluster in counties with HOV lanes, but otherwise, the responses spanned the tested subsets fairly evenly.



Demographic Variables

- The average age shown by this sampling was 37.91.
- Three-in-five (60%) claimed to be married or living as married.
- Fifty-three percent (53%) had children under the age of twenty-one years. Forty-seven percent (47%) had children under the age of seventeen, and thirty-eight percent (38%) had children under the age of thirteen.
- Although all participants were screened to be employed outside the home, there were no noteworthy correlations by either occupation or job title. Data regarding education level was more useful and predictive.
- The average participant had 14.64 years of education. One-in-four (25%) had some college education, one-in-five (20%) were college graduates, and twelve percent (12%) had completed graduate school.
- The typical respondent traveled an estimated 11.09 miles to work one way, while half traveled no more than 9.23 miles. Longer commute distance correlated with a variety of higher levels of knowledge and awareness.
- The typical household owned 2.29 licensed vehicles.
- The average reported total household annual income was \$50,989, while half reported incomes no higher than \$48,765. Household income often showed a correlation with transportation and awareness related variables.
- The average participant worked for a business with 4,836 employees, while half worked for employers with no more than one-hundred workers.
- Half (50%) were female. Gender was sometimes a significant variable, but it was not among the strongest predictor variables in the survey. For most part, males and females had comparable perceptions and awareness levels.